

What is claimed is:

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1 1. A method for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:  
3 providing a plurality of offers at a point-of-sale terminal;  
4 measuring a performance rate of each offer, thereby defining a plurality of  
5 performance rates;  
6 selecting a subset of offers based on at least one of the plurality of  
7 performance rates; and  
8 providing the subset of offers at a point-of-sale terminal.

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1 2. The method of claim 1, in which the step of providing a plurality of offers  
2 is performed during a first time period; and in which the step of providing the  
3 subset of offers is performed during a second time period which is subsequent to  
4 the first time period.

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1 3. The method of claim 1, in which the step of providing a plurality of offers  
2 comprises:  
3 providing an offer of the plurality of offers at each of a plurality of  
4 terminals.

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1 4. The method of claim 1, further comprising:  
2 measuring a performance rate of the subset; and  
3 if the performance rate of the subset is less than a predetermined threshold,

4                    providing the plurality of offers after the step of providing the  
5 subset of offers.

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1     5.     The method of claim 1, in which the step of selecting a subset of offers  
2 comprises:

3            selecting offers that have at least a predetermined performance rate.

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1     6.     The method of claim 1, in which the step of selecting a subset of offers  
2 comprises:

3            selecting a predetermined number of highest-performing offers.

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1     7.     An apparatus for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:

3            a storage device; and

4            a processor connected to the storage device,

5            the storage device storing a program for controlling the processor; and

6            the processor operative with the program to:

7                    provide a plurality of offers at a point-of-sale terminal;

8                    measure a performance rate of each offer, thereby defining a

9 plurality of performance rates;

10                   select a subset of offers based on at least one of the plurality of

11 performance rates; and

12                   provide the subset of offers at a point-of-sale terminal.

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1 8. The apparatus of claim 7, in which the processor is further operative with  
2 the program to:

3 provide a plurality of offers during a first time period; and

4 provide the subset of offers during a second time period which is  
5 subsequent to the first time period.

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1 9. The apparatus of claim 7, in which the processor is further operative with  
2 the program to provide an offer of the plurality of offers at each of a plurality of  
3 terminals.

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1 10. The apparatus of claim 7, in which the processor is further operative with  
2 the program to:

3 measure a performance rate of the subset; and

4 if the performance rate of the subset is less than a predetermined threshold,

5 provide the plurality of offers after a provision of the subset of  
6 offers.

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1 11. The apparatus of claim 7, in which the processor is further operative with  
2 the program to select offers that have at least a predetermined performance rate.

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1 12. The method of claim 7, in which the processor is further operative with the  
2 program to select a predetermined number of highest-performing offers.

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1 13. A method for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:  
3 providing a first offer at a point-of-sale terminal;  
4 measuring a performance rate of the first offer; and  
5 if the performance rate of the first offer is below a predetermined threshold,  
6 providing a second offer at a point-of-sale terminal.

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1 14. An apparatus for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:  
3 a storage device; and  
4 a processor connected to the storage device,  
5 the storage device storing a program for controlling the processor; and  
6 the processor operative with the program to:  
7 provide a first offer at a point-of-sale terminal;  
8 measure a performance rate of the first offer; and  
9 if the performance rate of the first offer is below a predetermined threshold,  
10 provide a second offer at a point-of-sale terminal.

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1 15. A method for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:  
3 providing a first offer at a first point-of-sale terminal;  
4 providing a second offer at a second point-of-sale terminal;  
5 measuring a performance rate of the first offer;  
6 measuring a performance rate of the second offer; and

7           if the performance rate of the second offer is less than the performance rate  
8 of the first offer,

9           providing the first offer at the second point-of-sale terminal.

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1   16.    An apparatus for controlling offers that are provided at a point-of-sale  
2 terminal, comprising:

3           a storage device; and

4           a processor connected to the storage device,

5           the storage device storing a program for controlling the processor; and

6           the processor operative with the program to:

7           provide a first offer at a first point-of-sale terminal;

8           provide a second offer at a second point-of-sale terminal;

9           measure a performance rate of the first offer;

10          measure a performance rate of the second offer; and

11          if the performance rate of the second offer is less than the performance rate  
12 of the first offer,

13          provide the first offer at the second point-of-sale terminal.

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1   17.    A method for controlling offers that are provided at a point-of-sale  
2 terminal, comprising :

3           for each of a plurality of purchases,

4           determining an upsell in dependence on the purchase,

5           determining an upsell price, each upsell price being based on a

6 purchase, and

7                   offering to exchange the upsell price for the upsell;  
8                   measuring a performance rate of each upsell, thereby defining a plurality of  
9   performance rates;  
10                  selecting a subset of upsells based on at least one of the plurality of  
11   performance rates; and  
12                  providing the subset of upsells at a point-of-sale terminal.

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1   18.    An apparatus for controlling offers that are provided at a point-of-sale  
2   terminal, comprising:  
3           a storage device; and  
4           a processor connected to the storage device,  
5           the storage device storing a program for controlling the processor; and  
6           the processor operative with the program to, for each of a plurality of  
7   purchases:  
8                  determine an upsell in dependence on the purchase,  
9                  determine an upsell price, each upsell price being based on a  
10   purchase, and  
11                  offer to exchange the upsell price for the upsell;  
12                  measure a performance rate of each upsell, thereby defining a  
13   plurality of performance rates;  
14                  select a subset of upsells based on at least one of the plurality of  
15   performance rates; and  
16                  provide the subset of upsells at a point-of-sale terminal.